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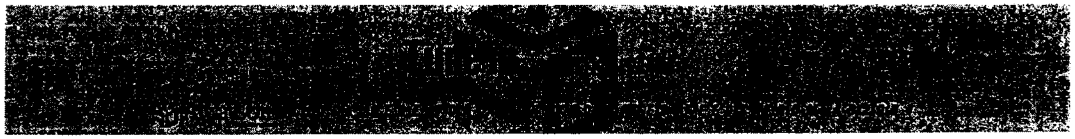

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4.25 rating

The Web Is (Still) an Experiment

Customized/optimized searching, social networks, and the truth in advertising.

NewsTeam | AO [AlwaysOn] | POSTED: 03.07.04 @19:46

Sergey Brin, president of technology and cofounder of Google, recently attended the World Economic Forum in Davos. The following are excerpts

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Jennifer Lahl - 05.10.05

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INTERACTIVE NEWS

34% of broadband users go to Web sites mentioned on TV
IT Facts

05.09.05 @09:47
[0 opinions] (42 views)

Web users spend 40.3% of online time on communications in March 2005
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Expecting parents visit toys and cosmetics stores most frequently
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05.09.05 @09:46
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from his meet-the-press event. (Part one of two.)

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Q: Yahoo seems to be claiming it's going to be better than Google once it's got the technology down, because it has a community of users, and it will build a set of services around using embedded search technology. It will be a richer user experience, because people will be able to search for Yahoo content as well as searching the [entire] Web. And the problem with Google is that it's brilliant at doing one specific thing that has gotten its relationship with the customer: people come there, and they go away.

Brin: Certainly we are not a full-feature portal. We focus specifically on Web searching. We also have Google Groups, which searches different kinds of contacts, and so forth. But we have by no means a notation service. We don't have a dating service. There is a question as to how much value there is in integrating those kinds of things. I guess when [a search is performed] it would be nice if it searched my invitations too. Is it really *that* nice? I don't know.

I think there is very small value. I think in limited situations there is a lot of value in those kinds of features. I think you want to search groups when you search the Web. That's

MEMBER POSTS

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- **Fundamental Truths : The Lure o Fundamentalism**
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- **Eureka Factor: A Corporate Secre Weapon?**
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INTERACTIVE NEWS

- **Siebel climbs on takeover speculation, again**
- **Microsoft seeks 20 bloggers**
- **18% of 2004 venture capital wen into biotech**
- **PDA sales up 25% in Q1 2005, Research in Motion becomes market leader**
- **3.8% of all advertising money to go into Internet ads in 2005**

* Ranked by most views/week

AEI 020075

something that we're going to be a better job in integrating in the future. I'm sure Yahoo will too.

I think on the important things we are going to be able to have [the integration]. It remains to be seen. The Web is an experiment.

Q: One of the critiques that the *Fortune* cover story had was that there is a lack of "lock-in"—that fashionable term—with your customers, that while you get 200 million people a day or whatever, there is no—because you're not a subscription service or something—long lock-in to that customer. The lock-in that potentially nabs that customer.

Brin: That's true. I don't like to think of us locking in our users. They are there because they want to be there. If you have a dump truck full of water and [one full of] molasses, turn it over, and both are going to be out.

Q: Your new social network experiment is a way to lock in at least some people, right?

Brin: Yes. We have this one engineer who had built a similar system, and we asked whether we could put together a prototype. Then we spent a few months cleaning it up. There is not a deep strategy. Perhaps that's our immaturity, but we like to have people who have their own visions and are really motivated working for us.

My personal feeling is that people focus a little too much on these integration questions. I think if you have a subject you really care about, like if you have diabetes and you want to figure out the latest research on something like that, you're going to use the best research tool in terms of the messengering service you use.

Q: You were one of the first companies to put forth some ethical principles with respect to advertising and to make the distinction between content and advertising. How important do you consider those early decisions?

Brin: I think it's very important...actually taking this chance. I think the press hasn't done a good enough job of criticizing [those who don't] because—I don't know exactly—of this system of paid inclusion that the other sites use. They have these search results that are ranked as though they were not just the same as the others but were included because [the advertisers] paid, and the distinction's not marked.

3.8% of all advertising money to go into Internet ads in 2005
IT Facts
05.08.05 @21:19
[0 opinions] (56 views)

Microsoft seeks 20 bloggers
MarketWatch
05.05.05 @08:37
[0 opinions] (178 views)

PDA sales up 25% in Q1 2005, Research in Motion becomes market leader
IT Facts
05.05.05 @08:30
[0 opinions] (116 views)

18% of 2004 venture capital went into biotech
IT Facts
05.04.05 @08:09
[0 opinions] (141 views)

Siebel climbs on takeover speculation, again
MarketWatch
05.03.05 @14:24
[0 opinions] (200 views)

U.S. job cuts plunge in April
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05.03.05 @07:58
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www.rfd.com

The AO Beat

AEI 020076

It's very important: There are a lot of different kinds of things you can do, and in fact, you can even have ads dispersed where your search users need to mark those so it's very clear. I don't think there is a principle against having things positioned. The difference is when something is paid for it should be very clearly marked.

Q: The discussion that Google made companies' Web sites "exist" or not exist by listing them or not listing them—do you have an opinion on that?

Brin: We do. We really think about what's the right thing for us to do. One kind of complaint that you were alluding to is the situation where somebody has the top results say for donuts or croissants.

Then the next month, we change algorithm a little bit, and they drop out. Things sort of fluctuate, but we don't like [Web programmers] to manipulate our rankings. Probably a lot of you have had that experience where you do a search on Google, and some of your commercial interests have really shown up on top for one search that's not relevant.

In other cases, there might be 20 different croissant sites that are all hopefully in the results, and it so happens that the one that used to be number 1 is now number 11, and they, of course, get very unhappy. I point out first of all that at the same time, there are 10 other sites that all got listed and bumped up, and as a result, are getting more traffic and are happier. They are not the ones screaming for change. Furthermore, the biggest issue is that we decided it's more important for us to generate the best possible results for our users rather than preserve the stability of the businesses that evolve the search results. I hope you agree with that.

Q: You get what you pay for, right?

Brin: Yes. That's a good point. There are other avenues available for these companies. They can buy advertising from our site. They can get advertising from other Web sites, and a lot of them do that. But we don't think that just because sites happen to be first in a certain search on Google, they can then start to depend on that for their revenue and complain to us when it changes.

(3334 views) [4 opinions]

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NIST are working with IHE on developing a cross-enterprise secure document exchange system XDS
posted by: **Ed_Dodds**
05.10.05 @07:55
[0 opinions] (3 views) un-rated.

What's the Great(Bad!) thing about Sites like Ryze?
Russel Beattie brought out a good point that...
posted by: **hephail**
05.10.05 @07:23
[0 opinions] (8 views) un-rated.

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posted by: **pramit**
05.10.05 @05:35
[0 opinions] (9 views) un-rated.

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posted by: **pramit**
05.10.05 @05:33
[0 opinions] (9 views) un-rated.

21Century
posted by: **Iftkhar M.Mohsini**
05.10.05 @00:42
[0 opinions] (11 views) un-rated.

21Century
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05.10.05 @00:26
[0 opinions] (14 views) un-rated.

Getting Away From McMarketing
It s time for PowerPoint and boilerplate press releases to go the way of the dodo
posted by: **Christopher Carfi**
05.09.05 @08:58
[4 opinions] (76 views) 5 rating

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05.09.05 @08:06
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Member Comments
Ethics is a confused word in our time but I am glad to see Brin using it in the manner I prescribe to, allowing his people to utilize their minds to come up with creative business opportunities for Google, while being smart about the content wrangle by making the distinction clear that human tampering of search results are clearly delineated and PAID for - demonstrating both business savvy while retaining the pursuit for technological and strategic excellence. I am sure for purists, the profit motive is always suspect but purists in reality usually live less than perfect lives, and usually because they themselves are in denial of the profit motive that naturally exists in their own heart of hearts (what amounts to greed in terms of profit translates to anger in terms of ideals, both anger and greed are drunk from

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AO Poll

AEI 020079

posted by: [jch]
05.08.05 @12:09
[7 opinions] (127 views) 5 rating

Nick Denton on Bloggers

Couldn t resist

posted by: **David Scott Lewis**
05.08.05 @08:06
[1 opinions] (71 views) un-rated.

POST AN EDITORIAL

the same cup of human flaws).

M.
zorromark@consultant.com
"Mark Twain wasn't Mark Twain, Mark Zorro isn't Mark Zorro"
http://www.markzorro.blogspot.com

Mark Zorro | POSTED: 03.09.04 @08:56 | I rated this blog: [4]

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Nicholas Carr's "The End of Corporate Computing" is:

- smart; utility computing will be pervasive
- probably going to take decades
- hopefully his last book
- the end of Nicholas Carr

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Howard Finberg 05.03.05

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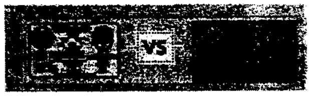

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